

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, October 31, 2012 12:49 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Priorities USA Action - 54528

Station: WKRC-TV

Order Information:

Order #: 54528
Order Total: \$40,175.00
Agency: Mundy Katowitz Media
Advertiser: Priorities USA Action
Product: PRIORITIES USA ACTION
Alternate Order #: 09803227
Estimate #: 1567
Flight Dates: 10/30/12 - 11/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (54528-16-1):

Rate: \$700.00
Air Date: Thu 11/01/12
Eligible Days: ---Th-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:30 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:30:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

1x Sat 6-7A (P1)
on 11/3 NME

Priorities USA 54528 9803227 spot na on 11/1 730-8a news @ \$ 700.00 mg sat 6-7a news
11/3 ncir

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

Williams, Lynda

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]
Sent: Wednesday, October 31, 2012 2:40 PM
To: Williams, Lynda
Cc: Connell II, Jim
Subject: RE: Priorities mg

ok

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Williams, Lynda [mailto:lwilliams@local12.com]
Sent: Wednesday, October 31, 2012 2:38 PM
To: Bradley, Alexandra
Cc: Connell II, Jim
Subject: Priorities mg

Priorities USA 54528 9803227 spot na on 11/1 730-8a news @ \$ 700.00 mg sat 6-7a news 11/3 ncir

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

10/31/2012

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54528												
Line: 1												
10/30/12	Tuesday	5:23:15 AM	:30	\$725.00	PRATV15a	Good Morn Cincinna (5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$725.00								1
Line: 2												
10/31/12	Wednesday	5:20:56 AM	:30	\$725.00	PRATV15a	Good Morn Cincinna (5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$725.00								1
Line: 3												
11/05/12	Monday	5:13:29 AM	:30	\$725.00		5a Good Morn Cincinna (5:00:00 AM-5:30:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$725.00								1
Line: 4												
11/02/12	Friday	5:35:05 AM	:30	\$850.00		5a Good Morn Cincinna (5:30:00 AM-6:00:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$850.00								1
Line: 5												
11/06/12	Tuesday	5:42:07 AM	:30	\$850.00		5a Good Morn Cincinna (5:30:00 AM-6:00:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$850.00								1
Line: 6												
10/31/12	Wednesday	6:28:14 AM	:30	\$1,000.00	PRATV16a	Good Morn Cincinna (6:00:00 AM-6:30:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$1,000.00								1
Line: 7												
11/02/12	Friday	6:12:57 AM	:30	\$1,000.00		6a Good Morn Cincinna (6:00:00 AM-6:30:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$1,000.00								1
Line: 8												
10/30/12	Tuesday	6:54:08 AM	:30	\$1,000.00	PRATV16a	Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$1,000.00								1
Line: 9												
11/01/12	Thursday	6:34:55 AM	:30	\$1,000.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$1,000.00								1
Line: 10												
11/05/12	Monday	6:36:55 AM	:30	\$1,000.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$1,000.00								1
Line: 11												
11/06/12	Tuesday	6:44:06 AM	:30	\$1,000.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$1,000.00								1
Line: 12												
11/02/12	Friday	7:59:26 AM	:30	\$700.00		CBS This Morning (7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH
				\$700.00								1
Line: 13												
11/05/12	Monday	7:28:56 AM	:30	\$700.00		CBS This Morning (7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTIO 1567		P-2		1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54528												
Line: 13												
				\$700.00							1	
Line: 14												
11/06/12	Tuesday	7:18:20 AM	:30	\$700.00		CBS This Morning	(7:00:00 AM-7:30:00 AM)	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$700.00							1	
Line: 15												
10/30/12	Tuesday	7:55:29 AM	:30	\$700.00	PRATV1	CBS This Morning	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$700.00							1	
Line: 17												
11/02/12	Friday	3:23:45 AM	:30	\$700.00		CBS This Morning	(8:00:00 AM-8:30:00 AM)	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$700.00							1	
Line: 18												
11/05/12	Monday	3:23:00 AM	:30	\$700.00		CBS This Morning	(8:00:00 AM-8:30:00 AM)	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$700.00							1	
Line: 19												
10/30/12	Tuesday	3:53:16 AM	:30	\$700.00	PRATV1	CBS This Morning	(8:30:00 AM-9:00:00 AM)	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$700.00							1	
Line: 20												
10/31/12	Wednesday	3:07:05 AM	:30	\$450.00	PRATV1	M-F 9a-10a	9:00 AM-10:00 AM	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$450.00							1	
Line: 21												
11/01/12	Thursday	3:23:45 AM	:30	\$450.00		M-F 10a-11a	10:00 AM-11:00 AM	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$450.00							1	
Line: 22												
11/05/12	Monday	3:33:30 AM	:30	\$450.00		M-F 10a-11a	10:00 AM-11:00 AM	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$450.00							1	
Line: 23												
11/01/12	Thursday	2:03:57 PM	:30	\$1,600.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTION 1567		P-1	1	MWASH
				\$1,600.00							1	
Line: 24												
11/05/12	Monday	2:22:54 PM	:30	\$1,600.00		Local 12 News at Noon	12:00 PM-12:30 PM	PRIORITIES USA ACTION 1567		P-1	1	MWASH
				\$1,600.00							1	
Line: 25												
11/05/12	Monday	1:29:26 PM	:30	\$800.00		Bold & the Beautiful	1:30 PM-2:00 PM	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$800.00							1	
Line: 26												
10/30/12	Tuesday	2:28:15 PM	:30	\$650.00	PRATV1	The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTION 1567		P-2	1	MWASH
				\$650.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: WKRC-TV												
Order: 54528												
Line: 27												
11/01/12	Thursday	2:29:11 PM	:30	\$650.00		The Talk	2:00 PM-3:00 PM	PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 28												
11/02/12	Friday	4:28:21 PM	:30	\$1,500.00		4p Local 12 News at Fo (4:00:00 PM-4:30:00 P		PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 29												
11/05/12	Monday	4:12:26 PM	:30	\$1,500.00		4p Local 12 News at Fo (4:00:00 PM-4:30:00 P		PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 30												
11/01/12	Thursday	5:03:18 PM	:30	\$1,600.00		5p Local 12 News at Fiv (5:00:00 PM-5:30:00 P		PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 31												
11/05/12	Monday	5:34:41 PM	:30	\$1,800.00		5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P		PRIORITIES USA ACTIO 1567		P-1	1	MWASH-
											1	
Line: 32												
11/02/12	Friday	6:19:32 PM	:30	\$2,000.00		6p Local 12 News at Six 6:00 PM-6:30 PM		PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 34												
10/30/12	Tuesday	11:27:36 PM	:30	\$2,500.00	PRATV1	11p M-Su Local 12 New 11:00 PM-11:35 PM		PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 35												
11/02/12	Friday	11:58:30 PM	:30	\$850.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 36												
11/05/12	Monday	12:12:00 XM	:30	\$850.00		Letterman	11:35 PM-12:35 XM	PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 37												
11/02/12	Friday	12:48:35 XM	:30	\$350.00		Late Late Show	12:35 XM-1:35 XM	PRIORITIES USA ACTIO 1567		P-2	1	MWASH-
											1	
Line: 38												
10/31/12	Wednesday	4:36:27 XM	:30	\$250.00	PRATV1	430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO 1567		P-1	1	MWASH-
											1	
Line: 39												
11/05/12	Monday	4:36:57 XM	:30	\$250.00		430-5a News	4:30 XM-5:00 XM	PRIORITIES USA ACTIO 1567		P-1	1	MWASH-
											1	
Line: 40												
11/03/12	Saturday	7:24:09 AM	:30	\$700.00		6a-8a Local 12 News S	7:00:00 AM-7:30:00 A	PRIORITIES USA ACTIO 1567		P-1	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Priorities USA Action

Agency: Mundy Katowitz Media

Station: WKRC-TV

Order: 54528

Line: 40

				\$700.00							1	
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Line: 41

11/03/12	Saturday	7:31:16 AM	:30	\$700.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 AM)	PRIORITIES USA ACTIO 1567		P-1	1	MWASH
				\$700.00							1	

Line: 42

11/04/12	Sunday	1:14:13 AM	:30	\$800.00		Newsmakers	11:00 AM-11:30 AM	PRIORITIES USA ACTIO 1567		P-2	1	MWASH
				\$800.00							1	

Line: 43

11/04/12	Sunday		:30	\$1,000.00		630p Local 12 News Su	6:30 PM-7:00 PM	PRIORITIES USA ACTIO 1567		P-2	1	MWASH
				\$1,000.00							1	

Line: 44

11/03/12	Saturday		:30	\$700.00		6a-8a Local 12 News S	(6:00:00 AM-7:00:00 AM)	PRIORITIES USA ACTIO 1567		P-1	1	MWASH
				\$700.00							1	
				\$38,775.00							42	
				\$38,775.00							42	
				\$38,775.00							42	
				\$38,775.00							42	
				\$38,775.00							42	
				\$38,775.00							42	

[Filtered by:] [Sorted by: Station]